

This listing of claims will replace all prior versions, and listings, of claims in the application:

1 Claim 1 (currently amended): A computer-implemented method  
2 for use by an ad server system including at least one  
3 computer on a network, in an environment including a client  
4 device and an the ad server system, the  
5 computer-implemented method comprising:

- 6 a) accepting, by the ad server system, document  
7 relevance information [[engineering]] including at  
8 least one concept extracted from content of a document  
9 requested by the client device, wherein the document  
10 relevance information [[being sourced from an  
11 application on the client device]] is generated and  
12 sent to the ad server system by at least one of (A) a  
13 browser application on the client device, (B) a  
14 browser plug-in on the client device, and (C) a  
15 browser toolbar on the client device, wherein the  
16 document relevance information is automatically  
17 extracted from the document requested;  
18 b) determining, by the ad server system, at least one  
19 ad relevant to content of the document using at least  
20 the accepted information to find matching serving  
21 constraints stored in association with ads; and  
22 c) sending, by the ad server system, the at least one  
23 ad determined to the client device.

1 Claim 2 (currently amended): The computer-implemented  
2 method of claim 1 wherein the act of determining at least  
3 one ad relevant to the content of the document further uses  
4 at least ad relevance information.

1 Claim 3 (currently amended): The computer-implemented  
2 method of claim 2 wherein the ad relevance information  
3 includes an ad concept.

Claims 4-12 (canceled)

1 Claim 13 (currently amended): A computer-implemented method  
2 for use by a client device, in an environment including a  
3 the client device and a content-relevant ad server system,  
4 the computer-implemented method comprising:  
5     a) receiving, by the client device, a requested  
6         document including content;  
7     b) extracting, automatically by the client device,  
8         concepts from the content of the received requested  
9         document;  
10     c) generating, by at least one of (A) a browser  
11         application on the client device, (B) a browser  
12         plug-in on the client device, and (C) a browser  
13         toolbar on the client device, a request for at least  
14         one content-relevant ad, the request including the  
15         concepts extracted by the client device;  
16     d) b) submitting, by the at least one of (A) a browser  
17         application on the client device, (B) a browser  
18         plug-in on the client device, and (C) a browser  
19         toolbar on the client device, the [[a]] request for at  
20         least one content-relevant ad to the content-relevant  
21         ad server system;  
22     e) determining, by the content-relevant ad server  
23         system, at least one content-relevant ad using at  
24         least the extracted concepts to find matching serving  
25         constraints stored in association with ads;

26       f e) receiving, by the client device, at least one  
27       content-relevant ad, sourced by the content-relevant  
28       ad server system; and  
29       g d) rendering, by the at least one of (A) a browser  
30       application on the client device, (B) a browser  
31       plug-in on the client device, and (C) a browser  
32       toolbar on the client device, at least one of the at  
33       least one content-relevant ad received.

Claims 14-17 (canceled)

1 Claim 18 (currently amended): The computer-implemented  
2 method of claim 13 wherein the act of rendering, by the  
3 client device, at least one of the at least one  
4 content-relevant ad received includes rendering the at  
5 least one of the at least one content-relevant ad in  
6 association with the content of the requested document.

1 Claim 19 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:  
3       h e) rendering, by the client device, the content of  
4       the document in a first window,  
5       wherein the at least one of the at least one  
6       content-relevant ad received is rendered in a second  
7       window.

1 Claim 20 (currently amended): The computer-implemented  
2 method of claim 19 wherein the second window is rendered  
3 over, and at least partially covers, the first window.

1 Claim 21 (currently amended): The computer-implemented  
2 method of claim 19 wherein the second window is rendered

3 beneath the first window without covering any part of the  
4 first window.

1 Claim 22 (currently amended): The computer-implemented  
2 method of claim 19 wherein the second window is rendered  
3 adjacent to the first window.

Claims 23-28 (canceled)

1 Claim 29 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:  
3       h e) rendering, by the client device, content of the  
4       requested document,  
5       wherein the act of rendering content of the requested  
6       document is initiated before the act of submitting a  
7       request submits the request to the content-relevant ad  
8       server.

1 Claim 30 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:  
3       h e) rendering, by the client device, content of the  
4       requested document,  
5       wherein the act of rendering content of the requested  
6       document is completed before the act of submitting a  
7       request submits the request to the content-relevant ad  
8       server.

1 Claim 31 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:  
3       h e) rendering, by the client device, content of the  
4       requested document,

5 wherein the act of rendering content of the requested  
6 document is initiated before the act of rendering at least  
7 one of the at least one content-relevant ad received is  
8 initiated.

1 Claim 32 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:

3 h e) rendering, by the client device, content of the  
4 requested document,

5 wherein the act of rendering content of the requested  
6 document is completed before the act of rendering at least  
7 one of the at least one content-relevant ad received is  
8 initiated.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 13 wherein the act of submitting a request  
3 for at least one content-relevant ad to the  
4 content-relevant ad server system occurs before a request  
5 for the requested document.

1 Claim 34 (currently amended): The computer-implemented  
2 method of claim 13 wherein the act of submitting a request  
3 for at least one content-relevant ad to the  
4 content-relevant ad server system occurs substantially  
5 concurrently with a request for the requested document.

1 Claim 35 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:

3 h e) rendering, by the client device, the content of  
4 the document in a browser window,

5       wherein the at least one of the at least one  
6 content-relevant ad received is rendered in the browser  
7 window.

1   Claim 36 (currently amended): The computer-implemented  
2 method of claim 13 further comprising:

3       h e) rendering, by the client device, the content of  
4       the document in a first part of a browser window,  
5       wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a secord part  
7       of the browser window, wherein the second part of the  
8       browser window shares no space with the first part of the  
9       browser window.

1   Claim 37 (currently amended): The computer-implemented  
2 method of claim 36 wherein the second part of the browser  
3 window is a browser chrome part of the browser window.

1   Claim 38 (currently amended): The computer-implemented  
2 method of claim 36 wherein the second part of the browser  
3 window is a browser toolbar.

1   Claim 39 (currently amended): The computer-implemented  
2 method of claim 36 further comprising:  
3       i f) rendering, by the client device browser chrome  
4       in a third part of the browser window.

1   Claim 40 (currently amended): The computer-implemented  
2 method of claim 39 wherein the third part of the browser  
3 window is arranged between the first and second parts of  
4       the browser window.

1 Claim 41 (currently amended): The computer-implemented  
2 method of claim 39 wherein the second part of the browser  
3 window is arranged between the first and third parts of the  
4 browser window.

1 Claim 42 (currently amended): Apparatus, for use in an  
2 environment including a client device and an ad server, the  
3 apparatus comprising:

- 4 a) at least one processor;
- 5 b) an input device; and
- 6 c) at least one storage device storing a computer  
executable code which, when executed by the at least  
one processor, performs a method of  
9 ~~[[a) an input for]] 1) accepting, via the input~~  
10 ~~device, document relevance information~~  
11 ~~[[concerning]] including at least one concept~~  
12 ~~extracted from content of a document requested by~~  
13 ~~the client device, wherein the document relevance~~  
14 ~~information [[being sourced from an application~~  
15 ~~on the client device]] is generated and sent to~~  
16 ~~the ad server system by at least one of (A) a~~  
17 ~~browser application on the client device, (B) a~~  
18 ~~browser plug-in on the client device, and (C) a~~  
19 ~~browser toolbar on the client device, wherein the~~  
20 ~~document relevance information is automatically~~  
21 ~~extracted from the document requested;~~  
22 ~~[[b) means for]] 2) determining at least one ad~~  
23 ~~relevant to content of the document using at~~  
24 ~~least the accepted information to find matching~~  
25 ~~serving constraints stored in association with~~  
26 ~~ads; and~~

27           [[e) means for]] 3) sending the at least one ad  
28           determined to the client device.

1     Claim 43 (currently amended): The apparatus of claim 42  
2     wherein the [[means for]] act of determining at least one  
3     ad relevant to the content of the document further uses at  
4     least ad relevance information.

1     Claim 44 (original): The apparatus of claim 43 wherein the  
2     ad relevance information includes an ad concept.

Claims 45-53 (canceled)

1     Claim 54 (currently amended): Apparatus, residing on a  
2     client device, for use by the client device, in an  
3     environment including the client device and a  
4     content-relevant ad server system, the apparatus  
5     comprising:  
6       a) at least one processor;  
7       b) an input device; and  
8       c) at least one storage device storing a computer  
9       executable code which, when executed by the at least  
10      one processor, performs a method of  
11        1) receiving a requested document including  
12        content;  
13        2) extracting, automatically by the client  
14        device, concepts from the content of the received  
15        requested document;  
16        3) generating, by at least one of (A) a browser  
17        application on the client device, (B) a browser  
18        plug-in on the client device, and (C) a browser  
19        toolbar on the client device, a request for at

20           least one content-relevant ad, the request  
21           including the concepts extracted by the client  
22           device;

23        [[a) means for]] 4) submitting a request for at  
24           least one content-relevant ad to the  
25           content-relevant ad server system, wherein the  
26           request includes the concepts extracted by the  
27           client device;

28        5) determining, by the content-relevant ad server  
29           system, at least one content-relevant ad using at  
30           least the extracted concepts to find matching  
31           serving constraints stored in association with  
32           ads;

33        [[b) an input for]] 6) receiving  
34           [[i) a requested document including,  
35           content, and  
36           ii)]) at least one content-relevant ad,  
37           sourced by the content-relevant ad server  
38           system; and

39        [[e) means for]] 7) rendering, by the at least  
40           one of (A) a browser application on the client  
41           device, (B) a browser plug-in on the client  
42           device, and (C) a browser toolbar on the client  
43           device, at least one of the at least one  
44           content-relevant ad received.

## Claims 55-58 (canceled)

- 1 Claim 59 (currently amended): The apparatus of claim 54  
2 wherein the [[means for]] act of rendering at least one of  
3 the at least one content-relevant ad received renders the

4 at least one of the at least one content-relevant ad in  
5 association with the content of the requested document.

1 Claim 60 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]] 8)~~ rendering the content of the  
4 document in a first window,  
5 wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a second  
7 window.

1 Claim 61 (original): The apparatus of claim 60 wherein the  
2 second window is rendered over, and at least partially  
3 covers, the first window.

1 Claim 62 (original): The apparatus of claim 60 wherein the  
2 second window is rendered beneath the first window without  
3 covering any part of the first window.

1 Claim 63 (original): The apparatus of claim 60 wherein the  
2 second window is rendered adjacent to the first window.

Claims 64-69 (canceled)

1 Claim 70 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]] 8)~~ rendering content of the  
4 requested document,  
5 wherein the ~~[[means for]]~~ act of rendering initiates  
6 rendering content of the requested document before the  
7 ~~[[means for]]~~ act of submitting submits the request.

1 Claim 71 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]] 8)~~ rendering content of the  
4 requested document,

5 wherein the ~~[[means for]]~~ act of rendering completes  
6 rendering content of the requested document before the  
7 ~~[[means for]]~~ act of submitting submits the request..

1 Claim 72 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]] 8)~~ rendering content of the  
4 requested document,

5 wherein the rendering of content of the requested  
6 document is initiated before the rendering of at least one  
7 of the at least one content-relevant ad received is  
8 initiated.

1 Claim 73 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]] 8)~~ rendering content of the  
4 requested document,

5 wherein the rendering of content of the requested  
6 document is completed before the rendering of at least one  
7 of the at least one content-relevant ad received is  
8 initiated.

1 Claim 74 (original): The apparatus of claim 54 wherein the  
2 submission of a request for at least one content-relevant  
3 ad to the content-relevant ad server occurs before a  
4 request for the requested document.

1 Claim 75 (previously presented): The apparatus of claim 54  
2 wherein the submission of a request for at least one  
3 content-relevant ad to the content-relevant ad server  
4 occurs concurrently with a request for the requested  
5 document.

1 Claim 76 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]]~~ 8) rendering the content of the  
4 document in a browser window,  
5 wherein the at least one of the at least one  
6 content-relevant ad received is rendered in the browser  
7 window.

1 Claim 77 (currently amended): The apparatus of claim 54  
2 further comprising:

3 ~~[[e) means for]]~~ 8) rendering the content of the  
4 document in a first part of a browser window,  
5 wherein the at least one of the at least one  
6 content-relevant ad received is rendered in a second part  
7 of the browser window, wherein the second part of the  
8 browser window shares no space with the first part of the  
9 browser window.

1 Claim 78 (original): The apparatus of claim 77 wherein the  
2 second part of the browser window is a browser chrome part  
3 of the browser window.

1 Claim 79 (original): The apparatus of claim 77 wherein the  
2 second part of the browser window is a browser toolbar.

1 Claim 80 (currently amended): The apparatus of claim 77  
2 further comprising:

3 ~~[[f) means for]]~~ 9) rendering browser chrome in a  
4 third part of the browser window.

1 Claim 81 (original): The apparatus of claim 80 wherein the  
2 third part of the browser window is arranged between the  
3 first and second parts of the browser window.

1 Claim 82 (original): The apparatus of claim 80 wherein the  
2 second part of the browser window is arranged between the  
3 first and third parts of the browser window.